



The Art of Keeping It Simple

The Bad News

It's now an anonymous world. People can find, dissect and draw conclusions about your company without ever contacting you.



The Good News

It's the same world for your competition. We do a better job; we get a disproportionate share of the business. It's that simple.

It Starts With A Marketing Analysis...

A commercial website should attract the right audience—then engage that audience to the point where they either convert directly to customers (e.g. a direct buy e-commerce) or into potential customers (initiate contact). We need to understand who they are, what they feed on and how they buy. It's that simple.

Call: 1-800-528-0313

Fax: 1-800-528-6623

Email: info@1squared.com

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Quick Question?

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The Boss's Rant

Web Design Convention?

*Mostly yes, but
sometimes no.*

Marketing (strategy)

Should a Personal Injury Lawyer have the same site as a Park Ave Divorce Attorney? The reason so many do, is because so many are not marketers.

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Website Design

Professional, focused, intuitive, easy-to-navigate, content rich and make it easy for them to contact you...bingo.

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Content Management Systems

Database driven solutions include online catalogs, directory development, e-com and things we haven't thought of yet.

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Search Engine Optimization

SEO means Content (as in a lot) is King and we need to get quality websites to link to yours...i.e., a little hard work.

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Content Creation

A mix of a lot of information, a little thought, some elbow grease, a dash of imagination and some calculated SEO word inclusion.

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Pay-Per-Click Management

The PPC equation: research, esoteric phrases, implementation, analysis, adjustments, constant vigilance = optimized ROI.

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